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2022
**ANNUAL
REPORT**

PARKING
A CITY OF SHEBOYGAN UTILITY

Year-in-Review

- A fresh new design of the 8th Street Island including bright and vibrant perennials, grasses and shrubs tying in the Downtown with the Lakefront (Spring 2022).
- Partnered with HotSpot Parking to implement mobile payments allowing customers to purchase permits digitally and pay at meters using their smartphone (December 2022).
- Added a new parking lot (Lot 6) at the corner of North 9th Street and Center Avenue for additional post office and City Hall parking (and includes a dog run) (Fall 2022).
- Started the beautification of Riverfront by removing dead or overgrown trees and bushes. The project will continue into 2023 with new flower beds, trees and welcoming signage (Fall 2022).
- Created a safe non-motorized alley on South 8th Street connecting the street and area businesses with additional parking in Lot 9 (in conjunction with City Planning, Public Works and the BID (Summer 2022).

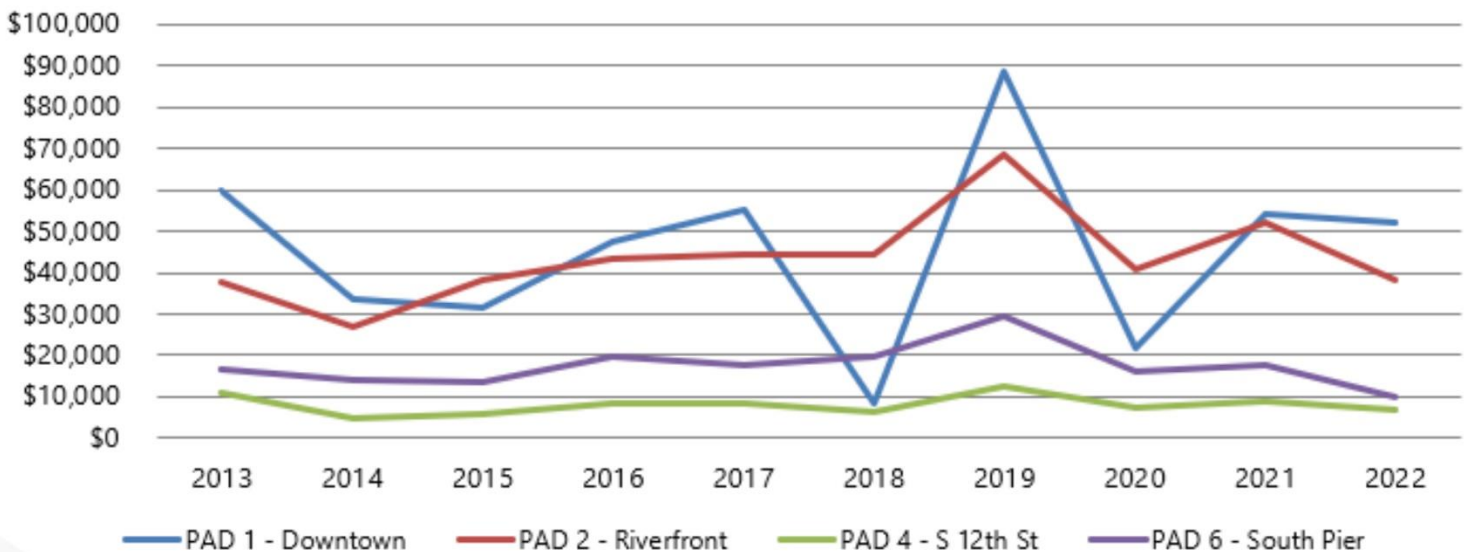
Looking Ahead

- Continue Riverfront beautification project with new flower beds, trees, signage and lighting.
- Fresh new landscaping in Lot 9 replacing dead plants and overgrown bushes to create a more welcoming atmosphere and safer parking experience.
- Implement digital permits (January and February, 2023) through HotSpot Parking including new signage, website information and marketing on social media and with area businesses.
- Implement digital meter payments (May and June, 2023) through HotSpot Parking including new signage, website information and marketing on social media and with area businesses.

Budget Highlights

- The 2023 budget incorporates a projected increase in revenue (meter rate increase and new permits) and associated fees (cost of operating and maintaining).

Inside the Numbers



Thank You to Our Partners

- Otter Creek Landscaping for providing annual flowers in the Downtown and South Pier planters and lightpole baskets.
- Brilliant Lightscapes for holiday lighting in Downtown, Riverfront and South Pier as well as maintaining alley and island lighting.
- The Town & Country Garden Club for assisting with planting flowers throughout the Downtown, Riverfront and South Pier.

Average Assessments 2013-2022

PAD 1 Downtown	 	\$41,212
PAD 2 Riverfront	 	\$39,636
PAD 3 S 12th Street	 	\$7,317
PAD 4 South Pier	 	\$15,933